

Message Text

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PAGE 01 SANTIAGO 00737 291530Z

71

ACTION CU-04

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FM AMEMBASSY SANTIAGO

TO SECSTATE WASHDC 6882

UNCLAS SANTIAGO 0737

FOR CU/ARA

E.O.11652:N/A

TAGS: OEXC CI (CONCHA, ANDRES)

SUBJ: 1976 IV CANDIDATE

1. NOMINATE AS 1976 IV CANDIDATE ANDRES CONCHA RODRIGUEZ, ECONOMIC DIRECTOR PROCHILE. PAST POSITION: ADMINISTRATIVE POSITION WITH DOW CHEMICAL. ABOUT 35 YEARS OLD. CHILEAN, MALE, MARRIED, ONE CHILD. EDUCATION: GRADUATE FROM SCHOOL OF BUSINESS ADMINISTRATION, UNIVERSITY OF CHILE. TRAVELS: HAS NEVER BEEN IN THE U.S. BEFORE NOR HAS HE PREVIOUSLY RECEIVED A U.S. GOVERNMENT GRANT. OTHER COUNTRIES: HAS VISITED SEVERAL SOUTH AMERICAN COUNTRIES. KNOWLEDGE OF ENGLISH: FAIR. WILL NEED ESCORT-INTERPRETER. CLEARED.

2. REASON FOR NOMINATION; CONCHA HOLDS A POSITION EQUIVALENT TO MANAGING DIRECTOR WITH PROCHILE, THE CHILEAN GOVERNMENT AGENCY ESTABLISHED IN 1974 TO ENCOURAGE GREATER EXPORT CONSCIOUSNESS AMONG CHILEAN BUSINESSMEN AND TO ADVISE THEM ON EXPORT OPPORTUNITIES. AMONG OTHER ACHIEVEMENTS, HE RECENTLY CHAIRED A PROCHILE-SPONSORED MEETING ON THE U.S. GENERAL SYSTEM OF PREFERENCES WHICH, WITH EMBASSY ASSISTANCE, GENERATED VERY FAVORABLE PUBLICITY FOR THE U.S. PROGRAM OF TARIFF REDUCTIONS. CONCHA CAME TO PROCHILE FROM A LARGE U.S.-OWNED FIRM IN CHILE WHERE HE HAD BEEN VERY HIGHLY REGARDED. WE EXPECT THAT HE WILL SOON BE ADVANCING TO A HIGHER POSITION EITHER IN GOVERNMENT OR BUSINESS.

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3. POST OBJECTIVES: BY VIRTUE OF HIS EXPERIENCE IN

PROCHILE AND HIS APPARENT EXECUTIVE TALENTS, CONCHA SHOULD BE IN A POSITION, WHETHER WITH GOVERNMENT OR PRIVATE BUSINESS, TO PLAY A HELPFUL ROLE IN FURTHERING U.S. INTEREST IN CHILE. HIS PRIMARY INTEREST LIES IN TRADE PROMOTION-HOW TO UNDERTAKE EXPORT PROMOTION CAMPAIGNS: MECHANISMS FOR ENCOURAGING LOCAL BUSINESSMEN TO TAKE AN INTEREST IN SALES OPPORTUNITIES ABROAD, DISSEMINATION OF EXPORT OPPORTUNITIES, ETC.HE WOULD BE INTERESTED IN CONTACTING EXPORT-IMPORT FIRMS, FOREIGN TRADE ASSOCIATIONS, AND BANKS ENGAGED IN FINANCING INTERNATIONAL TRADE.

4. POST ESTIMATED AVAILABILITY DATES: CONCHA SHOULD BE CONSIDERED FOR A 30-DAY GRANT. HE WILL PROBABLY BE AVAILABLE TO TRAVEL IN JULY, AUGUST OR SEPTEMBER, 1976.

5. ADVISE IF NOMINATION ACCEPTABLE AND BEST DATES FOR PROGRAMMING AND TRAVEL.
POPPER

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